

# Cun-Xiao Huang

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## Academics

**National Chengchi University (NCCU)**, Taipei, Taiwan

*Sep. 2018 – Jun. 2022*

Degree: *Bachelor of Arts*, Major in **Business Administration**, Double Major in **Advertisement**

Overall GPA: **4.08** / 4.3 | **Presidential Award**

Marketing Program, English Taught Program, Strategic and Creative Communication Program

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## Work Experiences

**VoiceTube** Taipei, Taiwan.

*July 2021 — Present*

*Social Media Marketing Internship, Marketing Department*

- Generating the engaging text, image, and video content for the official Facebook fan page and Instagram account which each has 520,000 and 440,000 followers.
- Interacting with followers on social media to build follower relationships and converting followers into audiences on VoiceTube's blog and customers of VoiceTubes' online courses.
- Analyzing the performance of each post per week and testing the style, type, and release time of the post for a better understanding of the followers' preferences and interests.
- Creating and implementing an online psychological testing campaign with four interns, which attracted over 10,000 followers to participate in.

**Yao Digital Marketing & Design** Taipei, Taiwan.

*March. 2021 — May. 2021*

*Marketing Internship, Marketing Department*

- Managed our clients' Facebook groups, including word-of-mouth establishment, post creating, comments response, and so forth.
  - Assisted our clients to establish sale websites.
  - Responsible for closing monthly customers' insight reports.
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## Extracurricular Activity

● *NCCU Dormitory, Consultant*

*Jun. 2019 — Present*

● *NCCU BA Camp, Artistic Design Leader*

*Feb. — Jul. 2020*

● *NCCU Data Analytics Club, Member*

*Apr. — Jun. 2021*

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## Awards and Honors

**Special Jury Award**, LINE Fresh 2020 Campus Contest, Commercial Marketing Group

*Jul. — Nov. 2020*

Stood out from **600+** teams and entered the final proposal. Awarded National Top 5th place and Special Jury Award.

**Honorable Mention**, Campus Public Relation Contest

*Sep. — Nov. 2019*

Designed a one-day event to promote local placemaking industry. Stood out from **100+** teams and awarded Honorable Mention.

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## Other Skills

IT Skills: Words, PowerPoint, Excel.

Graphic Design Skills: Adobe Illustrator, Lightroom, Photoshop, Canva.